

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

March 18, 2013

Call to Order and Roll Call

The fourth meeting of the Education and Outreach Subcommittee was held on Monday, March 18, 2013, at 1:30 p.m. in the Small Conference Room at the Office of the Kentucky Health Benefit Exchange. Anne Hadreas, Member, called the meeting to order at 1:35 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair, (by phone), Gabriela Alcade (by phone), Katie Carter (by phone), Julia Costich (by phone), Patty Gregory (by phone), Anne Hadreas, Regan Hunt, Rich Seckel, Bill Wagner (by phone), Kathy Wheeler (by phone), Marcus Woodward and Malea Hoepf Young (by phone).

Staff Present: Reina Diaz-Dempsey, Kris Hayslett, Jean Klinge, Brenda Parker, Vanessa Petrey, Melea Rivera, Brian Staples (DOI) and Maggie Woods (DOI).

Addition of New Members:

Two new subcommittee members were introduced: Regan Hunt, the new Executive Director of Kentucky Voices for Health, and Patty Gregory from Seven Counties Services replacing Tamela Pumphrey.

Approval of Minutes

A motion was made to accept the minutes of the Feb. 11, 2013, meeting as submitted, seconded, and approved by voice vote.

Update on User Acceptance Review

Jean Klinge, Division Director, Communication and Outreach, Office of the Kentucky Health Benefit Exchange (KHBE), updated subcommittee members on the consumer review sessions. Seven consumers and advocates walked through the Self Service Portal (SSP) screens to provide feedback on language, comfort level, understanding and the estimated amount of time it will take consumers to complete the application.

Anne Hadreas mentioned that the user acceptance testing was discussed at the Kentucky Voices for Health (KVH) meeting. KVH requested that the same testers participate in any additional user acceptance testing. Ms. Klinge asked for subcommittee members or other interested parties to send her an email if they would like to participate in consumer review sessions.

Update on Education and Outreach Activities

Ms. Klinge presented the Education and Outreach plan including a timeline, media strategies, demographics, and community outreach. KHBE staff continues to review and comment on SSP screens and content. Doe-Anderson continues to work on the branding and outreach materials

which will be provided to the subcommittee as soon as possible. Subcommittee members requested that they be able to review the printed materials before they are available to the public.

The Navigator program development team is in the final phase, which is implementation and includes the Request for Proposals (RFPs).

Other Business

Ms. Klinge provided subcommittee members with a draft timeline for the branding and marketing campaign as was requested in the previous meeting.

Subcommittee members asked for the final date to review the SSP portal before they begin the system development. The subcommittee requested additional user acceptance testing be conducted before the SSP goes into development.

A subcommittee member expressed concern about the requirement to serve consumers in different languages. Ms. Klinge informed the committee that the contact center would possibly provide interpreters and a three-way call system to accommodate those who do not speak English.

The next meeting of the subcommittee will be held in April 2013 at the Office of the Kentucky Health Benefit Exchange. The date is to be determined.

Adjournment

The meeting was adjourned at 2:40 p.m.